



## POLICY: USE OF CITY WEBSITE

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Date Adopted: January 16, 2018

### I. PURPOSE

This policy establishes guidelines for use of the City of Yorba Linda (“City”) official website, [www.yorbalindaca.gov](http://www.yorbalindaca.gov) (“website”), a public service and information source. The purpose of the City website is to educate, engage, inform, and provide timely information about City services, officials, programs, projects, and events to website visitors. The website is a supplement to, and not a replacement for, information available from City departments. The use of the City website is intended for the sole and exclusive use by the City of Yorba Linda. The City reserves the right to determine what information shall and shall not be placed on the website.

The City of Yorba Linda Website Mission is to:

- Provide access to material about City services, programs and activities, City officials and staff, government issues and local government process, and public facilities;
- Encourage community members to participate in City government;
- Offer City information in an effective and time-efficient manner; and
- Manage the links and material on the website to ensure that the City’s information is easily discernible.

### II. BACKGROUND

The City website is one of the City’s most frequently accessed communication outlets. In response to industry trends, changes in technology, web content accessibility, and compliance regulations with the Americans with Disabilities Act (ADA), it is critical to provide access to relevant, timely, and accessible information via the City website. This policy establishes overall communication management for the City website, including compliance with all legal and regulatory standards, including accessibility and security issues.

### III. POLICY

The City website is not a public forum. It is created and maintained for exclusive use by the City in communicating information relevant to the City’s website purpose and mission; and to document the Terms and Conditions of Use that govern usage of the City’s official website.

### IV. GUIDELINES FOR GOV INTERNET DOMAINS

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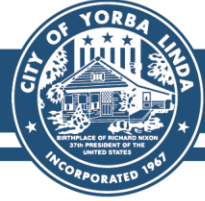
The City website is governed by “Gov Internet” program guidelines. All United States Gov Internet domains are administered and managed by the General Services Administration. As a Gov Internet registrant, the City website must comply with a number of federal guidelines to avoid domain suspension or termination. These include:

1. **No Non-Government Advertisements:** A Gov Internet domain may not be used to advertise for private individuals, firms, or corporations, or imply in any manner that the government endorses or favors any specific commercial product, commodity, or service.
2. **No Political or Campaign Information:** The Gov Internet domain is for the operation of government, not the political, political party, or campaign environment. No campaigning can be done using .gov domains. The Gov Internet domain websites may not be directly linked to or refer to websites created or operated by a campaign or any campaign entity or committee. No political sites or party names or acronyms can be used
3. **Link Change Notification:** When a link on a Gov Internet domain makes the user leave a Gov Internet website, a notification or screen (i.e., a splash message) should alert users that they are leaving the official Gov Internet domain page.
4. **Domain Suspension:** Organizations that operate websites that are not in compliance with the Gov Internet conditions of use may have their domain name suspended or experience operational issues or terminated based on the severity of the issue. There are two levels of incidents:
  - a. **Critical -** Content restriction on the Gov Internet Domain does not allow criminal activities or obscene images, inappropriate sexually oriented material, or extremist material to be displayed or sent to system users. This material being accessed through a Gov domain URL could result in an expedient suspension.
  - b. **Administrative -** Domains that have content with advertising materials, political or campaign information, substantial incorrect information, inappropriate web links (i.e. to sites that violate content policy), and incorrect redirects are not in compliance or not consistent with original intent or approved purpose.

**V. CONTENT**

All content posted to the website must meet the following standards:

1. Contains information of general interest to the public and reflects a City of Yorba Linda departmental, divisional, or program initiative, project, service, or



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responsibility; or contains directional information of interest to the public such as maps and directories of services; or provides public notice of a City event; and

2. Does not include any of the following:
  - a. Profane language;
  - b. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, political beliefs, gender, marital status, national origin, physical or mental disability, or sexual orientation;
  - c. Sexual content or links to sexual content;
  - d. For profits and commercial solicitations and advertisements;
  - e. Conduct or encouragement of illegal activity; or
  - f. Information that may tend to compromise the safety and security of the public.

**VI. PROGRAMMING REQUESTS**

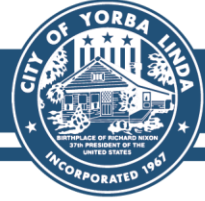
The City Manager's Office has access to all areas of [www.yorbalindaca.gov](http://www.yorbalindaca.gov). To ensure consistent quality, the City Manager's Office will work with designated web content managers in all City departments to ensure conformance with the City's style guide, conventions, and branding. Web content managers shall refer to a separate Administrative Order for detailed information regarding policies and procedures for posting information to the official City website.

**VII. EXTERNAL WEBSITE LINKS**

The City permits the establishment of links to external websites on the City's official website solely in conformance with the purpose of the website and this policy. Links from the City's website to other sites on the Internet do not constitute an endorsement or recommendation by the City. The City is not responsible for the content, quality, or accuracy of any off-site materials referenced or linked through the City's website.

The City Manager shall maintain sole discretion over the determination of which links may be included on its website and reserves the right to remove any link at any time without cause. It is the City's policy to limit external links to:

- a. Other government agencies;
- b. Firms with franchise agreements with the City, such as for utilities, cable TV and/or internet service, waste removal and other similar companies which provide service to residents of the City under agreement with the City;



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- c. Links to corporate or company sites that provide web-based automated solutions specifically designed for use by the City and/or the public through the City website;
- d. Organizations in a direct contractual relationship with the City, that receive funding in the form of either monetary or in-kind contribution from the City to promote the economic and cultural development of the City, in areas such as commerce, dining, and arts and entertainment within the City; and
- e. The Yorba Linda Public Library website, Center Catering website, Black Gold Golf Club website, and/or any subsites that support the City or an individual Department’s mission to meet the cultural, educational, and informational needs of City customers.

Any exceptions under special circumstances for use of external links require written approval from the City Manager’s Office.

The City will not link to any external sites that are contrary or detrimental to the City’s website mission and the City’s values, image, and interests. This includes but is not limited to:

- a. Sites that advocate or promote the sale or use of tobacco, alcohol, controlled substances, firearms or weapons;
- b. Sites that contain pornography, obscenity, indecency, or other material offensive to prevailing community standards or persons of ordinary sensibilities;
- c. Sites that promote adult-oriented businesses;
- d. Sites that contain religious messages or advocate or promote religious beliefs; and
- e. Sites that advocate the agenda or position of a political party, candidate for elected office, ballot initiative, or campaign or fundraising websites of holders of or candidates for political office (whether elected or appointed).

**VIII. LINKS TO THE CITY OF YORBA LINDA WEBSITE**

Permission is not needed to link to the City website; provided that links to the City website do not load into an existing frame and City information is not made to appear as if it is part of the linked website.

**IX. PRIVACY**

The City of Yorba Linda utilizes automated tools to log information about each visit to its website. The information collected is used to determine site performance and identify visitor trends such as popular pages and frequently downloaded files. The City of Yorba Linda has security measures to limit access to personal



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information submitted via its website. Any information regarding an individual that is collected will be used by the City only for the intended purpose. The City will not disclose this information to any third party, unless required to do so under federal or state law, including, but not limited to, the California Public Records Act. All requests for public records shall be handled in accordance with the provisions of Government Code §§ 6250- 6276.48 and should be submitted through the City Clerk's Office.

### **X. E-MAIL, E-MAIL SUBSCRIPTION LIST, AND COMMUNICATION WITH THE CITY**

Information that allows for the personal identification of a website user contained in a communication sent to the City in an email message or in an online form submitted to the City will be used by the City to respond to the request.

The City may redirect the message to another City department or person who is in a better position to answer the question. The City website provide users the opportunity to subscribe to and unsubscribe from informational e-mailing lists. Email addresses in an email subscription list will only be used by the City to send messages related to categories of information requested by the subscriber.

To the extent authorized by law, information from email subscription lists that allows for the personal identification of a website user shall be kept private if the individual submitting the information has indicated a wish that the information remain private. Email addresses are not, and shall not be, visible or available to other list members.

All information collected on the City's website is subject to the California Public Records Act, unless exempted by law. Any content maintained on a City website or subsite that is related to City business, including a list of subscribers, and posted communication, may be considered a public record, subject to public disclosure, and subject to the City's retention schedule.

### **XI. ACCESSIBILITY**

It is the City's goal to provide maximum access for all users of the City's website. The design of the City website shall meet the standards outlined in the U.S. Section 508 accessibility guidelines and standards set forth in the City's accessibility statement.

### **XII. WEBSITE TERMS OF USE AND CONDITIONS**



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The City's Website Terms and Conditions of Use are to be posted on the City's official website and apply to all City website visitors and users.